

To: Campbell, Judy, Schwalm, S  
From: MacWilliams, Lori  
Posted: 3/17/98 14:02  
Subject: FWRD: 7-ELEVEN JUNE DORAL PROMOTION

Sharon & Judy,

In regards to my fax of yesterday concerning 7-11, following is response from KAM/Bomgardner relative to estimates of promotional sku's required.

Sharon, please advise which Regions are doing business through McLane NE in order that Judy may ensure the proper quantities are held.

Please call if questions. Thanks for your help.

Lori

===== <Forwarded Letter> =====

From: 1610 - Buffalo ROU (BRZEZIE)  
To: MACWILL  
Subject: FWRD: 7-ELEVEN JUNE DORAL PROMOTION  
Posted: 03/17/98 09:24  
Priority: Normal Priority

for you...

===== <Forwarded Letter> =====

From: Hayes, John  
To: 1610  
Subject: 7-ELEVEN JUNE DORAL PROMOTION  
Posted: 03/16/98 15:34  
Priority: Normal Priority

Dear Ladies and Gentlemen:

Please distribute to the ROM's in your particular Region.

Thanks John

51852 7426



D.L. Bomgardner  
Key Account Manager  
Philadelphia Region  
486 Thomas Jones Way/Suite 200  
Exton, PA 19341  
PHONE: 610-280-9113  
FAX: 610-280-9118  
Voice Mail Extension: 46729

March 16, 1998

To: ROM's In Regions 1110, 1210, 1310, 1610, 1710, 2910  
ROU's 1110, 1210, 1310, 1610, 1710, 2910.

Subject: **Southland-7-Eleven-CID 0001-04-02**  
**June Doral B2G1F-B1G1F**

Dear Ladies and Gentlemen:

In reference to Jeff Rumberger's letter of March 10, 1998 on this subject, I have estimated the total number of Doral Promotional SKU's which will be needed to support the Doral June Promotion as follows:

Region	# Of Sku's
1100	15
1200	18
1300	91
1600	14
1700	10
2900	84

If you have any questions, please let me know.

Sincerely,

**Denny**

D.L. Bomgardner  
DLB: jh

51852 7427